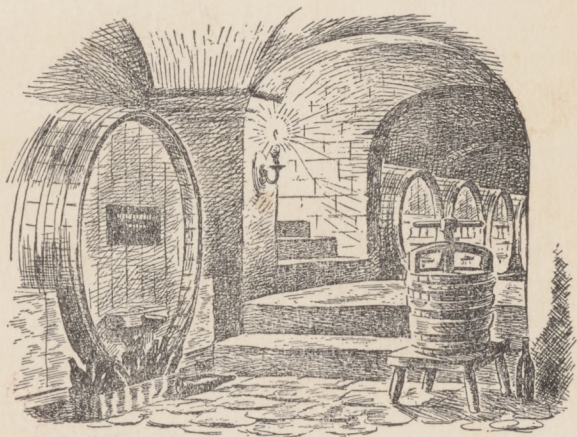


Fourth Annual
VALLEY OF THE MOON
Vintage Festival



September 23 - 24, 1950

SONOMA, CALIF.

Sebastiani Wineries

PRODUCERS OF
FINE SONOMA WINES

SINCE 1904

Sonoma, California



Fourth Annual
VALLEY OF THE MOON
VINTAGE FESTIVAL

Presented by the



SATURDAY and SUNDAY
September 23 and 24, 1950



VALLEY OF THE MOON
 VINTAGE FESTIVAL
 ASSOCIATION, INC.

1950 OFFICERS

PRESIDENT

Mr. Armand Franquelin

VICE-PRESIDENT

Mrs. Neal Dodge

SECRETARY

Mrs. R. R. Emparan

TREASURER

Mr. August Pinelli

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Mrs. Irving Shepard

Mrs. James McTaggart

EXECUTIVE COORDINATOR

Mrs. Lorin Tryon

COMMITTEE CHAIRMAN

Windows.....Mrs. Orson Linn

Mr. Harold Hotz

Plaza.....Mrs. Lorin Tryon

COMMITTEE CHAIRMAN *continued*

Booth Construction.....	Don Eraldi Dave Eraldi
Concessions.....	Mrs. John W. Cotton
Wine Exhibits.....	Mr. Otto Teller
Costumes.....	Mr. Harold Hotz Mr. C. H. Emerick Mrs. E. T. Casson
Wardrobe Mistress.....	Mrs. Ruggles
Program.....	Mr. Robert Lynch
Signs.....	Mrs. William H. Black
Publicity.....	Mrs. Dewey Donnell
Membership.....	Mrs. Hazel Brandt
Pageantry.....	Mrs. R. R. Emparan Mr. Ralph Hotz
Fashion Show.....	Mrs. Neal Dodge
Parade.....	Mrs. Martin Mulford Mrs. Roland Kruger
Music.....	Mr. Paul Marcucci
Specialties.....	Mr. Gordon Tevis
Folk Dancing.....	Mrs. Albert Maggini Mr. Ben Foster, Jr.
Dances.....	Mr. Peter Mancuso
Catering.....	Mrs. Wayne Price
Prizes & Judging.....	Sonoma Historical Society
Photography.....	Mr. Robert Lanning
Transportation.....	Mr. Sol Argento
Traffic.....	Mr. James Baker
Utilities.....	Mr. A. J. Martinson
Sound.....	Mr. Gilbert Mathis
Props.....	Mr. Stanley Mohr

ITALIAN SWISS COLONY

Famous California Wines

Enjoy a Friendly Visit To Our Winery

ASTI - Sonoma County, Calif.

COMMITTEE CHAIRMEN *continued*

Dec. Props.....	Mr. Gilbert Mathis
Construction.....	Mr. Harry Phinney
Decoration	Mrs. Frank Bartholomew
	Mr. Lowell Oliver
Paid Labor.....	Mr. Newton Dal Poggetto
Sales.....	Mrs. James Hill
Insurance & Contracts.....	Mr. Vernon Alvord
Children's Concessions.....	Mrs. Towle Bundschu, Chairman
	Mother's Club - Trinity Episcopal Church
Old Timer's Reunion	Sonoma Historical Society

Program of Events

SATURDAY, SEPT. 23

12:30 to 9 P. M.

Booths and concessions in Plaza

Window Displays around Plaza

Wine display on Plaza—Vintage Festival Headquarters

Special Exhibits

Children's Hobby Show—Batto Building on Plaza

Lucien Labaudt Art Exhibit—Salvador Vallejo Adobe
Patio

Chris Jorgensen Mission Paintings—Sonoma Mission

COMPLIMENTS OF

W. A. Taylor and Co.

Producers of

Valliant Wines and Vermouth

SANTA ROSA

CALIFORNIA

**Bottaso & Son
Winery**

4468 Sonoma Mountain Rd.

**Santa Rosa
California**

**P. & D. Madrone
Vineyard**

**VAL - MOON
WINES**

Glen Ellen California

Phone Sonoma 2810

Saturday Program (Continued)

12:30 to 5:30 P. M.

Fiesta de Ninos—Southwest Plaza

1:00—Virgil Jorgensen Memorial Dedication—Sonoma Mission

2:00—Children's Parade—Around Plaza

2:00 to 5:00 P. M.

Open House at the Wineries—Napa & Sonoma Wine Co.,
Buena Vista Vineyard and Sebastiani Wineries

4:00 to 5:30 P. M.

Pictures of the Past—Open Air Theater, Plaza; Alexander
Brothers during intermission

1:00 to 5:00 P. M.

Old Timers Reunion in Plaza—Rose Garden

Saturday Program (Continued)

5:00 to 8:00

Church Supper, Methodist Church, 1st Street East

8:00—Pageant, "The Golden Vine"—Sonoma Mission

Street Dance following Pageant

Music from balconies, strolling musicians in Plaza

FREEMARK ABBEY

Visitors Welcome

St. Helena
California

BERINGER BROS.

Producers of Fine Wines and
Brandies For More Than 74
Years.

Los Hermanos Vineyards
and Winery

St. Helena, California

Visitors always welcome to
our famous underground
tunnels

City Paris

SAN MATEO

SAN FRANCISCO

VALLEJO

San Francisco's oldest
department store
sends greetings to

Valley of the Moon
VINTAGE FESTIVAL

Pam Versier

President

1850

1950

Story of California Mission Paintings

Painted by Chris Jorgensen

(To Be Dedicated As a Memorial to the Late Virgil Jorgensen
at 1 P. M., Saturday, September 23)

During the winters of 1903-1904 and 1904-1905 the famed artist travelled over El Camino Real from San Diego to Sonoma by horse and buggy to visit and paint all of the Missions.

Upon completion of the collection the original sketches were presented to his son, the late Virgil Jorgensen, of Sonoma.

These paintings have been presented to the State of California to be hung in the St. Francis Solano Mission in memory of Virgil Jorgensen who loved Sonoma and who was one of the Vintage Festival's most ardent boosters.

PAGANI BROS. WINERY

Fine Dry and Sweet Wines



KENWOOD, CALIFORNIA

FOUNTAIN GROVE

Award Winner at 1950 California State Fair

Silver Medal - Riesling

Silver Medal - Zinfandel

Bronze Medal - Rhine

Fountain Grove is continuing in its old tradition of practicing only the finest of table wines and sparkling wines since 1873.

F. Mancuso Winery

Award Winner at 1950
California State Fair

**Glen Ellen
California**

Phone Sonoma 3035



GREETINGS

to the

*Valley of the Moon
Vintage Festival*

C. MONDAVI & SONS

Charles Krug Winery
ST. HELENA, CALIFORNIA

PROGRAM OF EVENTS, Continued

Sunday, September 24

11:00 A. M.—Church Services

12:30 to 9:00 P. M.

Booths, concessions, windows decorated, wine display, etc.

12:30 to 5:30 P. M.

Fiesta de Ninos

12:00 to 4:00 P. M.

Folk Dancing on Plaza—Northwest corner

1:00—World War II Medal Awards—In front of City Hall

1:00 to 5:00 P. M.

Old Timers Get-together in Plaza rose garden

*A message from France from
"The King's choice,"*

AYALA CHAMPAGNE

BY APPOINTMENT TO THE KING OF ENGLAND

"Friendly competition makes better wine."

DISTRIBUTED BY
EDWARD MACAULEY, INC.,
25 California Street, San Francisco

The Aims of the Valley of the Moon

AS PENNED BY THE LATE VIRGIL

First of all, let me point out, that the Association is incorporated as a non-profit organization and that the members serve without compensation.

The question is frequently asked. "Why the Festival and what are the Association aims?"

The Festival itself is accepted as an enjoyable event, which is presented for the Sonoma citizens and their friends. The objective of the Association is less evident and in need of clarification.

The Constitution of the Association contains two items of general interest as setting forth its principal objectives: The first item being "To produce, manage and direct an annual Festival to be known as the Valley of the Moon Vintage Festival"; and the second item being, "To sponsor and encourage the development of an historical environment where such a festival is to be held."

Specifically, this second item is interpreted as meaning the preservation of the historical buildings of Sonoma, and the encouraging of new construction and remodeling to be undertaken in harmony with the old structures.

As an initial step in accomplishing this end, the Vintage Festival is held annually—stressing Sonoma's original major industry, wine making, presented with a background of Old Sonoma atmosphere. By this means, it is hoped to stimulate the interest of the Sonoma citizens in their historic and pictur-

Moon Vintage Festival Association

E VIRGIL JORGENSEN, DIRECTOR

esque environment—and also to raise funds to carry out the Association's program.

This program consists of a comprehensive study of the original architecture of Sonoma, with particular reference to the buildings facing the Plaza. The next step is to be an architectural presentation indicating a suggested scheme for bringing the existing facades in character with the original Town Square. During this process, public lectures will be held at which progress sketches will be shown on a screen—accompanied by a commentator who will be a recognized authority in the field of historical rehabilitation. Discussions and comments will be asked of the citizens concerned.

Historical Sonoma is so worthwhile preserving! There is enough of the original left to make it worth the effort, but certainly some inducement should be offered to prospective builders and re-modelers to conform to a harmonious general scheme of architecture.

It is hoped that the citizens will see fit to capitalize on their major assets—History, architecture, climate, location and a leisurely atmosphere of well-being, the latter their heritage from the "Old Timers."

The Association is composed of Sonoma citizens who have a deep appreciation of these assets, and they will look to the Planning Commission for cooperation in the attainment of their main objective.

SIMI WINES

"Since 1876"

(Montepulciano)

HEALDSBURG, SONOMA COUNTY, CALIFORNIA

Sunday Program (Continued)

2:00—Dedication of New Grammar School

2:00 to 5:00 P. M.—Open House at Wineries, Napa & Sonoma Wine Co. and Buena Vista Vineyards.

4:00 to 5:30 P. M.—Pictures of the Past—Wine Awards during intermission

8:00 P. M.—Pageant at Sonoma Mission
Street Dancing following Pageant

8:30 P. M.—Prize Awarding in front of City Hall
Drawing for Wine of the Month

FOPPIANO WINE CO.

DRY and SWEET WINES

HEALDSBURG

CALIFORNIA

PAGEANT CAST

"The Golden Vine"

By Hubert J. Peter

and

Edith A. Schmitt

Louisa Vallejo Emparan.....	Cecelia Shegog
Father Albert.....	Joseph Baccaglio
Padre Junipera Serra.....	Ralph Hotz
Pablo (Indians)	
Pedro (Indians)	
Cross Bearer.....	David Williams
Gregorio (Dancer).....	Jay Clark
Marguerita (Dancer).....	Zoe Clark
General M. G. Vallejo.....	R. R. Emparan
Francesca Benicia Vallejo	Julia Emparan
Salvadore Vallejo.....	James McTaggart
Maria Vallejo.....	Rosalie Clerici
Maria Carrillo.....	Sabina McTaggart
Juan & Rosa.....	Balcony Scene
Atila Haraszthy	
Arpad Haraszthy	
Natillia Vallejo.....	Sylvia Sebastiani
Jovita Vallejo.....	Rose Millerick
Count Haraszthy.....	James McDermott
Countess Elenore Haraszthy.....	Nina Eberhardt
Chief Solano	
Rosita Leese.....	JoAnn Baccaglio

Jacob P. Leese
 Josefa Fitch
 Henry Fitch
 Caytano Juarez
 Maria Juarez
 Nicholas Higuera

Dr. Bale
 Mrs. Bale
 Princess Isadora
 Charles Krug
 Caroline Krug
 Dancers

VOICES:

Louisa Emparan.....	Ivy Lober
Father Albert.....	Neal Dodge
Father Serra.....	Willard Perry
Count Haraszthy.....	Douglas Boyer
General Vallejo.....	Willard Perry

THE NAPA & SONOMA WINE COMPANY

Sonoma, California

Cordially invites you to visit its unusual and picturesque tunnel tasting room.

From Sonoma Plaza drive East on Napa Street about one mile. Then follow "Napa and Sonoma" signs.

Paul Rossignaux
President & Cellar-Master



PRODUCTION STAFF FOR PAGEANT

"The Golden Vine"

Director.....Hubert J. Peter
Assistant Director.....Charles Scott, Jr.
Music Director.....Dan Ruggles
Makeup Director.....Willard Perry
Art Director.....Robert E. Burns
Stage Manager.....Douglas Boyer
Sound.....Melvin Larsen
Lights.....Geo. Danforth, Allen Martinson
Folk Dance Director.....Ben Foster, Jr.
Narrators.....Ivy Lober, Neal Dodge

Distinguished Wines
from the upland vineyards of

LOUIS MARTINI

Located in the Valley of the Moon

WINERY
AT



ST. HELENA
CALIFORNIA

Success To The Valley of the Moon
Vintage Festival

The
Christian Brothers

WINES and BRANDY

Mont La Salle Vineyards

Napa, California



CHORUS FOR PAGEANT

Sopranos:

Jean Kruljac, Marsha Thibeau, Myra Tyler, and Jenniss Wilson

Contraltos:

Peggy Dunbar, Mary Dutton, and Cedora Del Scheiblich

Tenors:

Leo Camp, Lawrence Dunbar, and Vance Osburn

Bassos:

Baxter Harwood, Gene Moretton, and Verne Osburn

Director is Dan Ruggles and Organist is Geraldine Cartmell

Again This Year

the most **honored** wines in California

BEAULIEU VINEYARD

B V WINES

Produced on the de Latour family estate

at Rutherford since 1900

FRANK SCHOONMAKER

Selections

Almaden California Champagne
Almaden Grenache Rose Sonoma Pinot Noir
Sonoma Pinot Blanc

"Among America's Finest Wines"

Write for the free quarterly newspaper
"News From The Wine Country"

Almaden-Madrone Vineyards

2444 San Bruno Ave. San Francisco California

For Fine
Wines and Brandies

Glen Ellen
Winery & Distillery

GLEN ELLEN
CALIFORNIA

Compliments of . . .

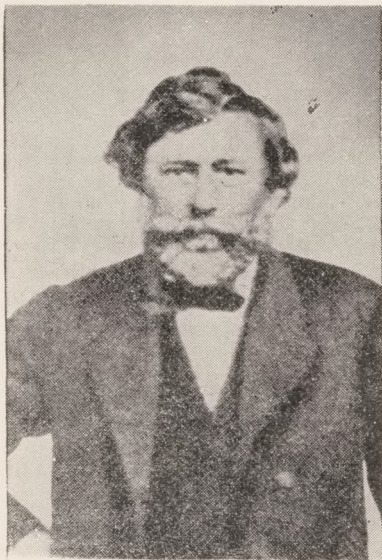
Branger Vineyards

Bennett Valley
Santa Rosa California

Vercelli Bros. Wine Co.

Alpine Vineyards
Healdsburg California

FOUNDER OF VAST INDUSTRY



Count Haraszthy

COUNT AGOSTON HARASZTHY, recognized today as the "Father of California Viticulture" and the vast multi-million dollar wine industry of this state, planted his first experimental vines in Sonoma over 90 years ago.

The Hungarian nobleman brought hundreds of varieties of vines from the European wine-producing countries, and these vines became the nucleus of the choice wines, better brandy, table grapes and raisins that he had envisioned.

In 1863 he organized the Buena Vista Vinicultural Society in Sonoma Valley to which he conveyed his 6000 acre farm with its 400 acres of vines. Prior to his trip abroad in 1861 he had brought into the state 165 varieties including the Zinfandel (imported in 1851) and planted them in the red soil of Sonoma hills.

Count Haraszthy's son, Arpad, studied champagne making abroad and returned from France to take charge of his father's cellars. The vaults in the side of the Sonoma hills are still discernible. Champagne experiments were most successful and Arpad's "Eclipse" brand was the first California Sparkling Wine to be acclaimed.

**The Following Have Joined With
The Wineries and Other Firms Advertising Herein
As Sponsors of This Program:**
To all, the Vintage Festival Association
extends thanks

SWISS HOTEL
Sonoma

THE TOWN SHOP
Sonoma

EL DORADO HOTEL
Sonoma

**RUGGLES VARIETY
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**SONOMA
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PHARMACY**
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PLAZA FOUNTAIN
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ER ALDI'S
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BERTAIN'S LAUNDRY
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BOCCOLI'S GROCERY
STORE, Sonoma

SONOMA VALLEY MOTOR
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LAUNDRY, Sonoma

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SONOMA MEAT CO.
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PAINT CO., Sonoma

VELLA'S Ice Cream Mfg.
and Fountain Service
Sonoma

VOGUE BEAUTY SERVICE
Sonoma

WHITEHEAD MOTOR CO.
Sonoma

IN APPRECIATION

The Valley of the Moon Vintage Festival Association takes this means of expressing its appreciation and thanks to the many individuals and organizations who have so generously contributed to the production of the Fourth Annual Vintage Festival held under its auspices.

The contributors to whom the association are indebted are too numerous to mention in these pages, but they may expect our personal letters of acknowledgement and sincere thanks.

ARMAND FRANQUELIN
President

Balconies Decorated By —

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Kenwood, California

Phone Kenwood 2600

JOHN GARETTO
WINERY

NAPA

CALIFORNIA

Pedroncelli Winery

DRY WINES

Geyserville, California



A fine White Wine
from the Valley of the Moon

Buena Vista's delicate
VINE BROOK
top medal Rhine Wine for 1950
at the
International Wine Show
California State Fair

Visit the historic winery in the Sonoma foothills where this fragrant vintage is made. See the underground galleries where it is mellowed in small oak casks, the cool dark bins where it is aged in the bottle.

Other medal wines of Buena Vista:

Traminer Pinot Noir Zinfandel

Obtainable from your wine shop or direct from

Buena Vista Vineyards

(Original Wine Cellars of Count Haraszthy)

SONOMA, CALIFORNIA

SONOMA INDEX-TRIBUNE
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